

COURSE SYLLABUS

COURSE TITLE: MRKG 1301.501 Customer Relationship Management - Thursday Hybrid
9:30-10:45A.M. PC125

SEMESTER/YEAR: Spring 2024

INSTRUCTOR: Dr. Kasandra Lane

Email: klane@southplainscollege.edu

OFFICE HOURS: I will be available by email from 8 AM – 5 PM Monday - Friday

COURSE DESCRIPTION: General principles of customer relationship management including skills, knowledge, attitudes, and behaviors

COURSE LEARNING OUTCOMES: Examine internal and external customer relationship management (CRM) strategies.

TEXT *Customer Service, Skills for Success*, Lucas, 8th Edition - McGraw Hill
Connect
You MUST have the Connect Access Code for this class, as you will complete homework/case assignments and exams through the McGraw Hill Connect Website.

ATTENDANCY POLICY: This course will be taught in an online format due to the current changes. You will be required to work daily on your course work. Each week we will begin on Thursday and end on Sunday. Your work will open at 7:30 AM each week and you will have access to your work for that day until 11:59 PM on Sunday of each week. Your tentative schedule (shown in this syllabus) will give you information regarding what chapters we will be working on each day. You are required to be online Thursday – Sunday of each week to be successful in this course.

III. GRADING POLICY

Requirement	Percent of Grade
McGraw-Hill Connect Assignments	30%
Online Discussions	20%
Exams	35%
Final Exam	15%

Percent Equivalent	Grade
90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

ADDITIONAL ASSIGNMENT INFORMATION

- **Weekly Discussion Posts:** You will be required to complete three (3) discussion questions per week using Blackboard as assigned in accordance with the syllabus. Discussion questions are required to be posted NO later than midnight (Central Standard Time (CST) on FRIDAY of the assigned week. Additionally, each student is required to reply to the responses of at least TWO other students no later than midnight (CST) on SUNDAY of the assigned week to engage and influence forward thinking, class involvement, and academic discussion.
 - **Initial Discussion Posts:** These posts must be a minimum of 5 sentences in length. You must use textual evidence from your book to support your response in APA format.
 - **Response to Peers:** These posts must be a minimum of 3 sentences to receive credit. Using phrases such as: Good Job! I agree! ... do not count toward your minimum length requirement stated above.
- **Connect Assignments:** Each week you will have multiple assignments that will be assigned to allow you to make a better connection to the chapter(s) that we cover in class. You will want to make sure you complete your chapter reading before beginning your homework in McGraw-Hill Connect to help allow you to use your new knowledge based on your reading to help you complete your assignments.
- **Exams:** Your exams will only cover material we have covered in the course and information you have completed in your weekly readings.
- **Final Exam:** This will not be a comprehensive exam it will only cover the final chapters that we complete at the end of the course.

OTHER INFORMATION

1. Be respectful of others.
2. Contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
3. Please review your Student Guide. Especially sections: Classroom Conduct, Cheating and Plagiarism, and Disruptions.

Intellectual Exchange Statement

In South Plains College courses, the instructor will establish and support an environment that values and nurtures individual and group difference and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock Centers (located at the Lubbock Downtown Center) 806-716-4675, or Plainview Center (Main Office) 806-716-4302.

Non-Discrimination Statement

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Title IX Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Health and Wellness Center. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Health and Wellness Center at 806-716-2529 or email dburleson@southplainscollege.edu for assistance.

CARE (Campus Assessment, Response, and Evaluation Team)

South Plains College is committed to ensuring the safety, health, and well-being of its students and community. To support its campus community SPC has a CARE Team. This is a dedicated group of campus professionals responsible for assessing and responding to students who could benefit from academic, emotional, or psychological support, as well as those presenting risk to the health or safety of the community. If you see someone experiencing challenges, appearing distressed, posing a threat to their safety or someone else's safety, or causing a significant

disruption to the SPC community, please submit a CARE Team referral. You may also submit a referral for yourself if you would like additional support. NOTE: In cases where a person's behavior poses an imminent threat to you or another, contact 911.

Campus Concealed Carry Statement

Texas Government Code 411.2031, et al. authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

COVID-19

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or get tested for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376

1. SPC will follow the recommended 5-day isolation period for individuals that test positive.
 - a. Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.
2. COVID reporting
 - a. Please have students and employees notify DeEtte Edens if they have tested positive to verify dates before returning to class or work.
 - b. The home tests are sufficient but students need to submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor's note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

- c. A student is clear to return to class without further assessment if they have completed:
 - i. The 5-day isolation period, symptoms have improved and
 - ii. they are afebrile for 24 hours without the use of fever-reducing medication.
- 3. Please instruct students and employees to communicate with DeEtte Edens prior to their return date if still symptomatic at the end of the 5-day isolation.
- 4. Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.

Artificial Intelligence Statement

1. Purpose of Artificial Intelligence (AI) Applications:

AI applications such as ChatGPT, OpenAI, Bard, Grammarly, WordTune and others are advanced language models designed to aid and engage in meaningful conversations, as well as, generate and revise content. AI is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities.

2. Academic Integrity:

Using AI to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of SPC academic integrity policies. Plagiarism undermines the learning process and is strictly prohibited. Students must ensure that their work reflects their own ideas, research, synthesis, and analysis and appropriately cites all sources, including AI.

3. Collaboration and Consultation:

While AI can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and utilizing other approved learning resources should be prioritized. Overreliance on AI for solutions without actively engaging in the learning process is discouraged and can be grounds for academic integrity violations. Utilizing AI as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.

4. Critical Thinking and Originality:

AI usage can provide suggestions and information, but it is essential to critically evaluate the responses and exercise independent thought. Relying solely on AI for answers deprives students of the opportunity to develop their analytical and problem-solving skills. In assignments where originality, creativity, and independent thinking are valued, AI would be detrimental to the student learning process. Critical thinking and originality emphasize the importance of independent thinking in all academic endeavors as part of the student's learning experience apart from outside influence and offers the student the opportunity to

refine their unique, individual voice through academic discourse with other students and faculty.

5. Ethical Use and Bias Awareness:

AI is trained on large amounts of data from the internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by AI. Therefore, when using AI, just like with using any other database, students must verify that the information is from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral, peer-reviewed sources.

6. Responsible Engagement:

Students should engage with AI in a respectful and responsible manner and avoid using offensive language, discriminatory remarks, or engaging in any form of harassment or inappropriate behavior. Students should also uphold the standards of respectful communication in addressing both AI and fellow classmates.

7. Compliance with South Plains College Policies:

Policies regarding the appropriate use of AI in South Plains College courses are set by instructional departments and individual instructors. Appropriate use of AI may range from strict prohibition to assignments they may require the use of AI. Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties. Students are expected to familiarize themselves with the specific course policies regarding the use of AI and adhere to them throughout the semester.

Remember, AI can be a tool to support your learning in certain courses and assignments, but it cannot replace the critical thinking, creativity, and independent work that are integral to your overall academic growth.

TENTATIVE SCHEDULE:

<i>1</i> <i>Thursday</i> <i>Jan 18</i>	<u>Introduction to Customer Relationship Management</u> Look over syllabus, tentative schedule, and your online course in Blackboard
<i>2</i> <i>Thursday</i>	<u>Ch 1: The World of Customer Service</u>

<i>Jan 25</i>	
<i>3 Thursday Feb 1</i>	<u>Ch 2: Contributing to the Service Culture</u> Begin Reviewing for Exam 1
<i>4 Thursday Feb 8</i>	<u>Exam 1</u>
<i>5 Thursday Feb 15</i>	<u>Ch 3: Verbal Communication Skills</u>
<i>6 Thursday Feb 22</i>	<u>Ch 4: Nonverbal Communication Skills</u>
<i>7 Thursday Feb 29</i>	<u>Ch 5: Listening to the Customer</u>
<i>8 Thursday Mar 7</i>	<u>Exam 2</u>
<i>9 Thursday Mar 14</i>	<u>SPRING BREAK</u>
<i>10 Thursday Mar 21</i>	<u>Ch 6: Customer Service and Behavior</u>
<i>11 Thursday Mar 28</i>	<u>Chapter 7: Service Breakdown and Recovery</u>
<i>12 Thursday Apr 4</i>	<u>Ch 8: Customer Service in a Diverse World</u>
<i>13 Thursday Apr 11</i>	<u>Exam 3</u>
<i>14 Thursday Apr 18</i>	<u>Ch 9: Customer Service via Technology</u>

<p style="text-align: center;">15 <i>Thursday</i> <i>Apr 25</i></p>	<p style="text-align: center;"><u>Ch 10: Encouraging Customer Loyalty</u> <u>Review for Final Exam</u></p>
<p style="text-align: center;">16 <i>Thursday</i> <i>May 2</i></p>	<p style="text-align: center;"><u>Review Week</u> <i>Take this time to review for your final exam</i></p>
<p style="text-align: center;">16 <i>May 10</i></p>	<p style="text-align: center;">Final Exam ONLINE <i>Opens Thursday, May 9th at 8:00 AM and remains open until Friday, May 10th at 10:00 PM</i></p>

ADDITIONAL INFORMATION

- Students are responsible for reading, understanding, obeying, and respecting all academic policies.
- There is no opportunity for extra credit.
- **No late assignments will be accepted, unless approved by instructor prior to deadline, approval must be given 24 hours before deadline.**
- The instructor holds the right to make adjustments to this syllabus and its contents in the best interest of the class and course objectives.
- Submitting the work of another student:
 - First instance results in grade of a zero for that assignment
 - Second instance results in an F for the term